

WHAT IS CLAIMED IS:

5 1. A self-wound multi-layer laminate for applying a layer of color to a substrate surface, the laminate comprising:

 a dry paint layer comprising a color layer which includes a binder and a pigment, the dry paint layer having an upper
10 surface and a lower surface,

 a pressure-sensitive adhesive layer overlying the upper surface of the dry paint layer and adapted for adhering the laminate to a substrate surface at room temperature;

 a release liner overlying the lower surface of the dry
15 paint layer, the release liner having a matte release coat releasably adhered to the lower surface of the dry paint layer, and an adhesive release coat layer on a side of the release liner opposite from the dry paint layer, the release liner and the matte release coat removable from the dry paint
20 layer at room temperature,

 the matte release coat transferring a matte finish to an exposed surface of the dry paint layer when the pressure-sensitive adhesive layer adheres the laminate to the substrate surface under application of pressure and the release liner is
25 peeled away from the dry paint layer,

 the laminate adapted for being self-wound into a roll with the pressure-sensitive adhesive layer in contact with the adhesive release coat layer,

 the adhesive release coat layer and the pressure-
30 sensitive adhesive layer having an unwind release force between them which is lower than a carrier release force between the matte release coat and the dry paint layer, such that the adhesive release coat preferentially releases the liner from contact with the pressure-sensitive adhesive layer
35 when unwinding the laminate from its roll form, while the

matte release coat maintains contact with the dry paint layer when the laminate is being unwound from its roll form.

5 2. The article according to claim 1 in which the dry paint layer comprises a pigmented color coat layer and a transparent outer clear coat layer bonded to the color coat and in contact with the matte release coat layer on the release liner, the matte surface being transferred to the
10 transparent outer clear coat layer.

 3. A self-wound multi-layer laminate for applying a layer of color to a substrate surface, the laminate comprising:

15 a dry paint layer comprising a color layer which includes a binder and a pigment, the dry paint layer having an upper surface and a lower surface,

 a pressure-sensitive adhesive layer overlying the upper surface of the dry paint layer and adapted for adhering the
20 laminate to a substrate surface at room temperature, the pressure-sensitive adhesive comprising an acrylic resinous material;

 a release liner overlying the lower surface of the dry paint layer, the release liner having a matte release coat releasably adhered to the lower surface of the dry paint layer, and an adhesive release coat layer on a side of the release liner opposite from the dry paint layer, the release liner and the release coat removable from the dry paint layer at room temperature,

30 the pressure-sensitive adhesive layer being repositionable followed by removal of the matte release liner from the dry paint layer;

 the matte release coat transferring a matte finish to an exposed surface of the dry paint layer when the pressure-sensitive adhesive layer adheres the laminate to the substrate
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surface under application of pressure and the release liner is peeled away from the dry paint layer,

5 the laminate adapted for being self-wound into a roll with the pressure-sensitive adhesive layer in contact with the adhesive release coat layer,

 the adhesive release coat layer and the pressure-sensitive adhesive layer having an unwind release force
10 between them which is lower than a carrier release force between the matte release coat and the dry paint layer, such that the adhesive release coat layer preferentially releases the liner from contact with the pressure-sensitive adhesive layer when unwinding the laminate from its roll form, while
15 the matte release coat maintains contact with the dry paint layer when the laminate is being unwound from its roll form.

 4. A self-wound multi-layer laminate for applying a layer of color to a substrate surface, the laminate
20 comprising:

 a dry paint layer comprising a color layer which includes a binder and a pigment, the dry paint layer having an upper surface and a lower surface,

 a pressure-sensitive adhesive layer overlying the upper
25 surface of the dry paint layer and adapted for adhering the laminate to a substrate surface at room temperature;

 a release liner overlying the lower surface of the dry paint layer, the release liner having a dry paint release coat releasably adhered to the lower surface of the dry paint
30 layer, and an adhesive release coat layer on a side of the release liner opposite from the dry paint layer, the release liner and the dry paint release coat removable from the dry paint layer at room temperature,

 the dry paint release coat transferring a controlled
35 surface finish to an exposed surface of the dry paint layer

when the pressure-sensitive adhesive layer adheres the laminate to the substrate surface under application of pressure and the release liner is peeled away from the dry paint layer, the laminate adapted for being self-wound into a roll with the pressure-sensitive adhesive layer in contact with the adhesive release coat layer,

the adhesive release coat layer and the pressure-sensitive adhesive layer having an unwind release force between them which is lower than a carrier release force between the dry paint release coat and the dry paint layer, such that the adhesive release coat preferentially releases the liner from contact with the pressure-sensitive adhesive layer when unwinding the laminate from its roll form, while the dry paint release coat maintains contact with the dry paint layer when the laminate is being unwound from its roll form.

5. The article according to claim 4 in which the adhesive is repositionable with a suppressed initial tack level that undergoes subsequent buildup of adhesion due to passage of time sufficient to permanently bond the dry paint layer to the substrate.

6. The article according to claim 4 in which the dry paint layer comprises a pigmented color coat layer and a transparent outer clear coat layer bonded to the color coat and in contact with the dry paint release coat layer on the release liner, the controlled surface gloss being transferred to the transparent outer clear coat layer.

7. A self-wound multi-layer laminate for applying a layer of color to a substrate surface, the laminate comprising:

a dry paint layer comprising a color layer which includes
a binder and a pigment, the dry paint layer having an upper
5 surface and a lower surface,

 a pressure-sensitive adhesive layer overlying the upper
surface of the dry paint layer and adapted for adhering the
laminate to a substrate surface at room temperature, the
pressure-sensitive adhesive comprising an acrylic resinous
10 material;

 a release liner overlying the lower surface of the dry
paint layer, the release liner having a dry paint release coat
releasably adhered to the lower surface of the dry paint
layer, and an adhesive release coat layer on a side of the
15 release liner opposite from the dry paint layer, the release
liner and the release coat removable from the dry paint layer
at room temperature,

 the pressure-sensitive adhesive layer repositionable
followed by removal of the release liner from the dry paint
20 layer;

 the dry paint release coat transferring a controlled
surface finish to an exposed surface of the dry paint layer
when the pressure-sensitive adhesive layer adheres the
laminate to the substrate surface under application of
25 pressure and the release liner is peeled away from the dry
paint layer,

 the laminate adapted for being self-wound into a roll
with the pressure-sensitive adhesive layer in contact with the
adhesive release coat layer,

30 the adhesive release coat layer and the pressure-
sensitive adhesive layer having an unwind release force
between them which is lower than a carrier release force
between the dry paint release coat and the dry paint layer,
such that the adhesive release coat layer preferentially
35 releases the liner from contact with the pressure-sensitive

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 adhesive layer when unwinding the laminate from its roll form,
 while the dry paint release coat maintains contact with the
5 dry paint layer when the laminate is being unwound from its
 roll form.

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